

IBF Standards: Checklist Submission

Industry Segment	Future-Enabled Skills
Job Specialisation	Future Communication
Proposed Objective Statement	Engage customer effectively in the digital era

Competency Unit	1	Content Generation Strategies
Performance Criteria		
1.1. Understand and use storytelling in: Digital Marketing, Data Analytics, User Experience, Innovation		
1.2. Understand how data visualisation can improve quality and speed of decision making		